



## **PRESS RELEASE**

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## **FRISCO POLICE TO BEGIN USING TWITTER**

**FRISCO, TX** – Beginning today, the [Frisco Police Department](#) will begin utilizing Twitter as its primary social media tool for disseminating public safety information. To view tweets posted by the police department visit [www.Twitter.com/FriscoPD](http://www.Twitter.com/FriscoPD) and become a Frisco police Twitter follower today.

The department's switch to Twitter from Nixle was made because of financial considerations. The Frisco Police Department began using Nixle in September of 2010 while the service was provided to public safety agencies at no cost. Unfortunately, Nixle is now requiring annual fees for its services despite original promises to remain a no-cost social media tool for public safety entities.

"In an effort to remain fiscally responsible, we believe that Twitter can provide the same level of service to the department and our constituents that Nixle did, and at no cost to the city," said [Chief Todd Renshaw](#).

The department will continue to post simultaneously on Twitter and Nixle until April 29 in an effort to ensure that information continues to reach registered Nixle users. The police department urges those Nixle followers to begin following on Twitter today.

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